

The Face of Global Trade:

GM Nameplate

When you open up your Dell laptop, flip open your Motorola cell phone or open a bottle of wine from Di Stefano Cellars you probably don't think about how the company logo or label is designed and affixed to each product. But you do notice the company and its logo.

Who is responsible for designing and manufacturing the logos?

Seattle's own GM Nameplate is a driving force behind such brand identity components. GM Nameplate specializes in precision graphics and printing, designing and manufacturing everything from labels and nameplates and injection and compression moldings to optical encoders, membrane switches and mouse pads. The company prides itself on being one of the finest "one-call, one-stop" design and manufacturing companies in the world.

International Success

GM Nameplate, established in Seattle in 1954, has sales and operations worldwide, with customers in 34 countries outside the U.S. The company has clients in countries from Brazil to Turkey and Slovenia to Australia, with many customers around the Pacific Rim. In fact, a significant portion of the company's sales are attributed to international business, a number that is consistently increasing.

Name: GM Nameplate

Location: Seattle, King County

International Sales: Significant

Puget Sound Employees: 385

International Markets: World wide, with top sales in Canada, China, Singapore, Mexico, Malaysia, U.K. and Germany

Puget Sound Enabler: High Tech economy and proximity to core markets, particularly Asia

The international economy has been a boon to the company, exemplified by its work with Dell Computers in the Asian market. The design and engineering work GM Nameplate did for Dell in Asia opened the door to more orders from Dell on

high end products that are designed and manufactured in the U.S. Such

success has earned the company a reputation recognized around the globe, which has further expanded their client base and increased their market access.

Why Puget Sound?

Much of GM Nameplate's business is in the aerospace, electronics and computer industries, making the Puget Sound region a logical place to locate their business since a significant portion of these industries is based on the west coast. In addition, the region's proximity to worldwide markets - particularly Asia - places them close to their core customers. A strong labor pool is another bonus of the Puget Sound region with highly qualified engineers, designers and computer programmers at the company's doorstep. In fact, of the company's facilities around the world, their largest is located in Puget Sound with over 385 employees.

Companies and organizations like GM Nameplate are essential ingredients for the Puget Sound region's economic success. After all, our region is the most globally-tied region in the U.S., with one in three jobs dependent on international ties. Continued success depends on the numerous innovative entities that fuel our economic and global competitiveness. So the next time you think about international trade or business, think about GM Nameplate and the other companies and organizations in Puget Sound that have international ties - our future success depends on them.